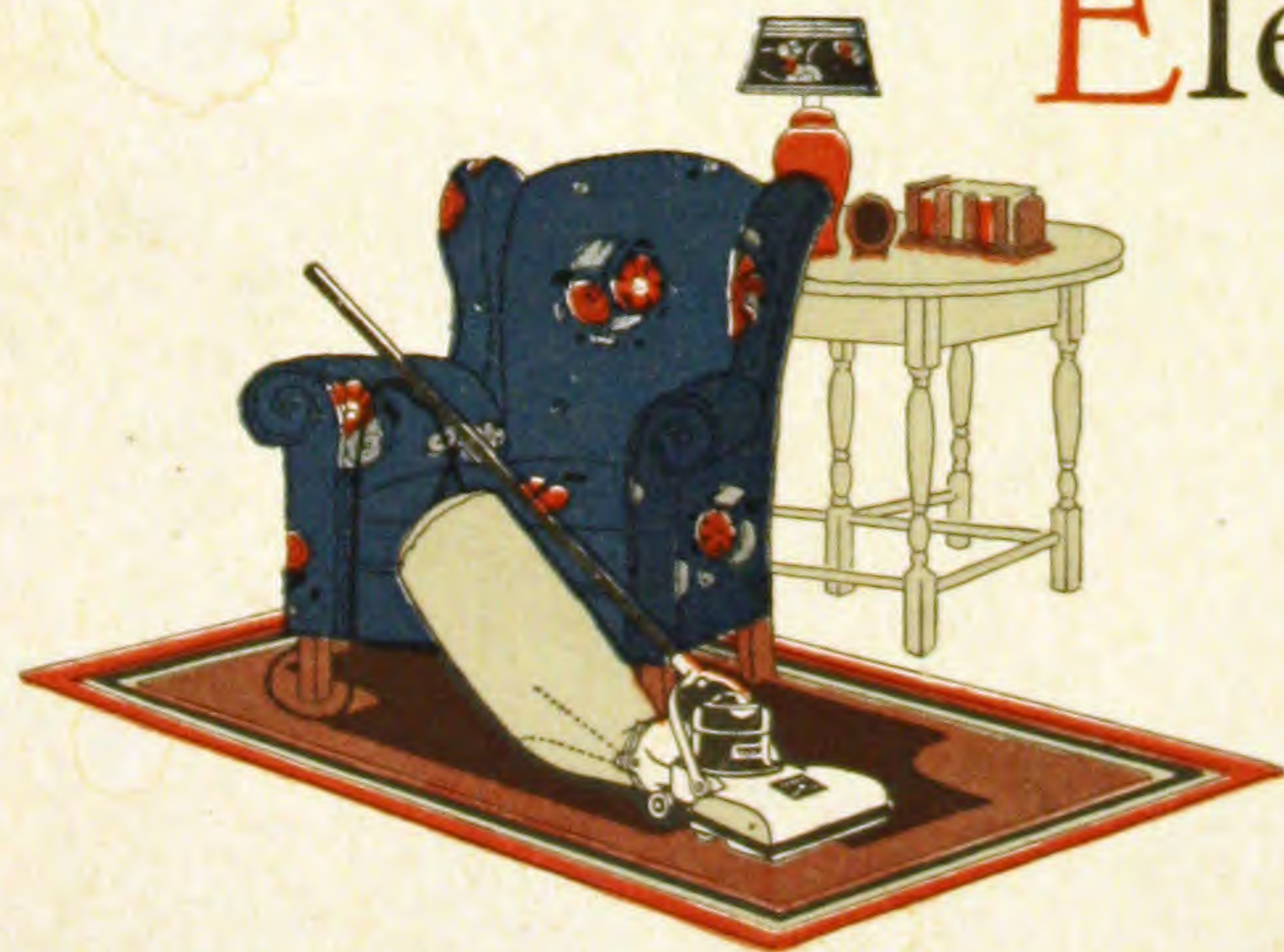




JAN 19 1922

How to Judge *an* Electric Cleaner



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How to judge an **ELECTRIC CLEANER**

YOU want to buy the most satisfactory electric cleaner. You want the one that will remove all of the dirt.

Then take the trouble to investigate thoroughly. There is a big difference in electric cleaners. Learn how they differ and why. Take time to read up and thereby insure getting the right cleaner first.



Rugs and carpets collect THREE KINDS of DIRT



IT is helpful in distinguishing between electric cleaners to have a clear mental picture of the tasks which confront them. As the proper cleaning of rugs and carpets is of overshadowing importance, the several classes of dirt which they hold should be fixed firmly in mind:

- 1 *Light surface dirt*—dust, scraps, crumbs and visible litter—until tramped into the nap, is easily removable.
- 2 *Clinging litter*—threads, hairs, lint, ravelings and sewing-room litter—adheres to the nap. That which stubbornly clings is very troublesome and often impossible to remove by ordinary methods.
- 3 *Embedded grit*—grime, sand and heavy dirt—is carried in on the feet, sifts between the nap and is tramped and ground into the warp by walking, by the rocking of chairs and by the shifting of furniture. This deeply entrenched dirt is sharp and gritty. It actually cuts loose the soft nap and wears the rug or carpet threadbare. The germs of disease snugly breed in it. The Anti-Tuberculosis League states that embedded dirt makes consumption a house or floor disease.

A fourth class of dirt—soot, dust, cobwebs, and the like—is brought into the home and deposited by air currents. It collects on mouldings, pictures, hangings, furniture, books, over doors, behind radiators, in registers and in all inaccessible nooks and crannies.



LET us now review the "old-fashioned" methods employed to remove all kinds of dirt. It has important bearing upon the choice of an electric cleaner.

- 1 *To remove light surface dirt:* Sweeping with brooms or carpet-sweepers will usually collect this "easy dirt." Brooms, however, cause dust storms, rub dirt and dust into the carpetings and cause other damage.
- 2 *To remove clinging litter:* The more lightly adhering kinds yield to brooms and carpet-sweepers—and muscle. But to remove the stubborn-clinging lint and threads you must stoop or crawl about on hands and knees, removing them by hand-picking.
- 3 *To dislodge destructive, embedded grit:* Pulling out the tacks from carpets and runners, lifting and carrying carpetings and rugs to the back porch or yard to be shaken and beaten, or sending them to the carpet-cleaners, is necessary. It means much moving about of heavy furniture. Beating out six months' or a year's accumulation of dirt is a tiresome task easily slighted. Such rough handling also injures floor coverings by twisting them out of shape, by tearing the weave and the seams apart and by loosening the nap.
- 4 *To remove soot, dust, cobwebs:* Climbing wobbly step-ladders to use a duster or dust-cloth is often necessary. Dust is but scattered to settle elsewhere. Or hangings must be taken down and cleaned.

Antiquated methods that are used to COMBAT THIS DIRT



*The modern way
to house clean is
by Electricity*
**HOW ELECTRIC
CLEANERS Differ**



**Note Beating-
Sweeping Brush upon
Carpet Lifted by Suction.*

Electric cleaners are now of four general types:

- 1 *Strictly suction type* (including expensive installed plants). Having no brushes, they rely entirely upon air suction. Tests prove that air alone cannot remove stubborn-clinging lint, threads and hairs, or dislodge heavy, embedded, destructive grit. Sweeping and beating are in addition necessary to actually remove "all the dirt."

Some cleaners of this type have nozzles which scrape across the nap. This, carpet experts say, is injurious, inasmuch as the nozzles rub off the nap.

- 2 *Ordinary brush and suction type.* These cleaners have brushes in or near the nozzles. In some the brushes are stationary. They collect very little clinging litter. Others have brushes *slowly revolved* by floor-rollers as in ordinary carpet-sweepers. They sweep no better than common carpet-sweepers. Nor is destructive, embedded grit dislodged by any of these cleaners.

- 3 *Motor-driven brush and suction type.* The brush in these cleaners is revolved by the electric motor. They sweep more efficiently as the result. These cleaners, however, keep the carpeting flat on the floor. With the carpeting pressed tightly against the unyielding floor, obviously it is impossible to shake out embedded grit, the dirt that is most ruinous to the fabric.

- 4 **Beating-Sweeping brush and suction type—Only The Hoover is in this class.* This type has a soft bristle

brush attached by a belt to the electric motor. The suction nozzle is suspended a quarter of an inch above the carpet by four caster wheels.

The air suction of The Hoover lifts the carpeting from the floor as shown below in Fig. 1. This brings the fabric into contact with a brush having two spiral rows of soft hair bristles. See Fig. 2. The brush is revolved more than one thousand times a minute by electricity. As the soft bristles in one row strike the uplifted carpeting its crest is depressed—and swept. The instant the bristles pass, air suction again lifts the carpet. Quickly the soft bristles in the next row again depress the crest, sweep past, and air suction again instantly lifts the carpet. The carpet crest is thus alternately depressed and lifted—or fluttered—upon a cushion of air. The speed with which the soft hair brush comes into intermittent contact with the suspended floor-covering produces a blow sufficient to jar loose and shake to the surface the destructive embedded dirt. The rapid sweeping detaches even the most stubborn-clinging hairs, threads and lint. And the continuous gale of air that rushes through the carpeting and lifts it and draws up its surface dust, also carries off the beaten-loose, swept-up dirt into the dust-tight bag. This results in both thorough and dustless cleaning. It also airs the carpetings.

The HOOVER
lifts the rug
off the floor
IT BEATS.....
AS IT SWEEPS
AS IT CLEANS

Fig. 1
Rug lifted
by suction

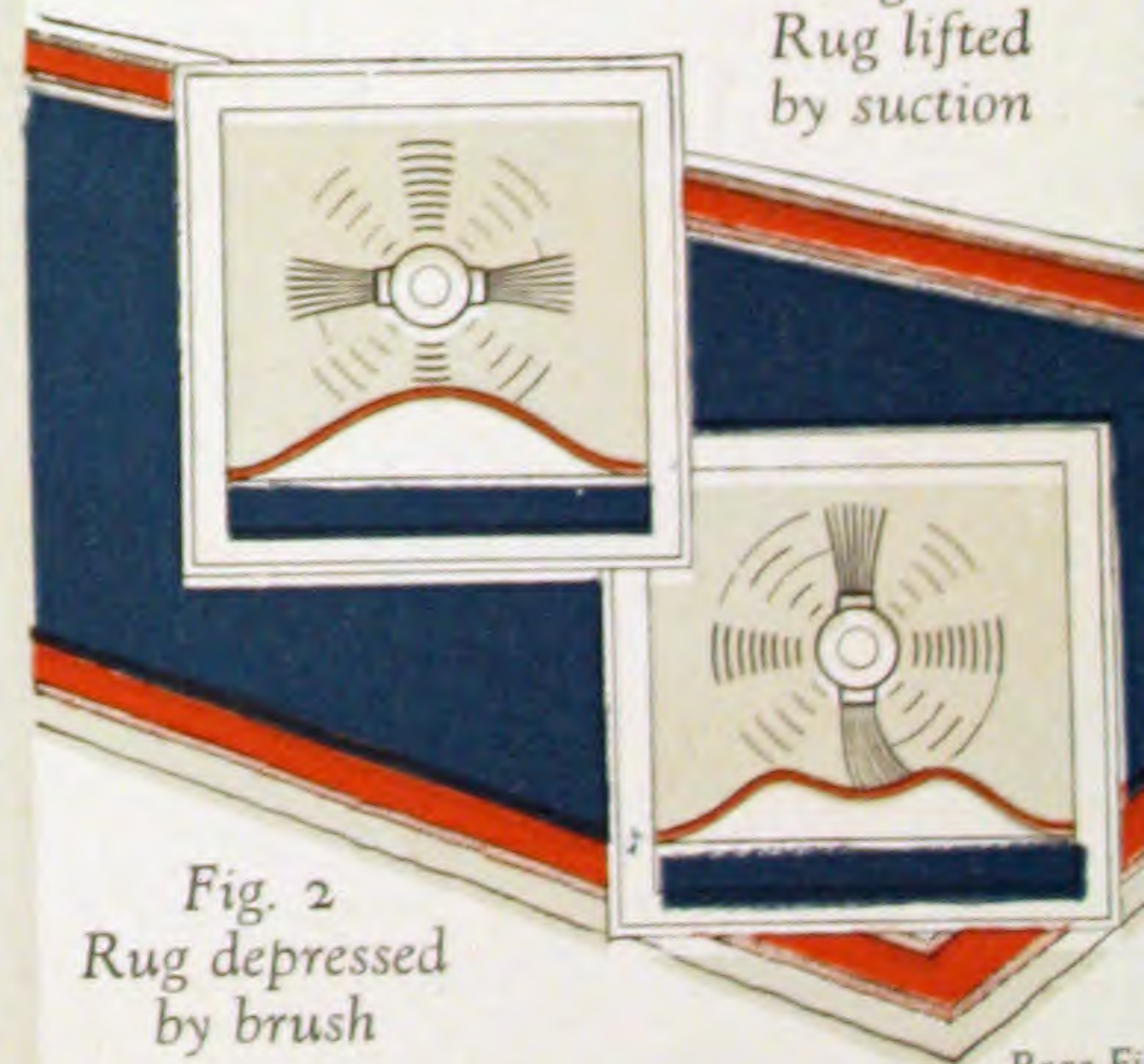


Fig. 2
Rug depressed
by brush

Hygienic Dusting The HOOVER ATTACHMENTS REACH EVERY- WHERE



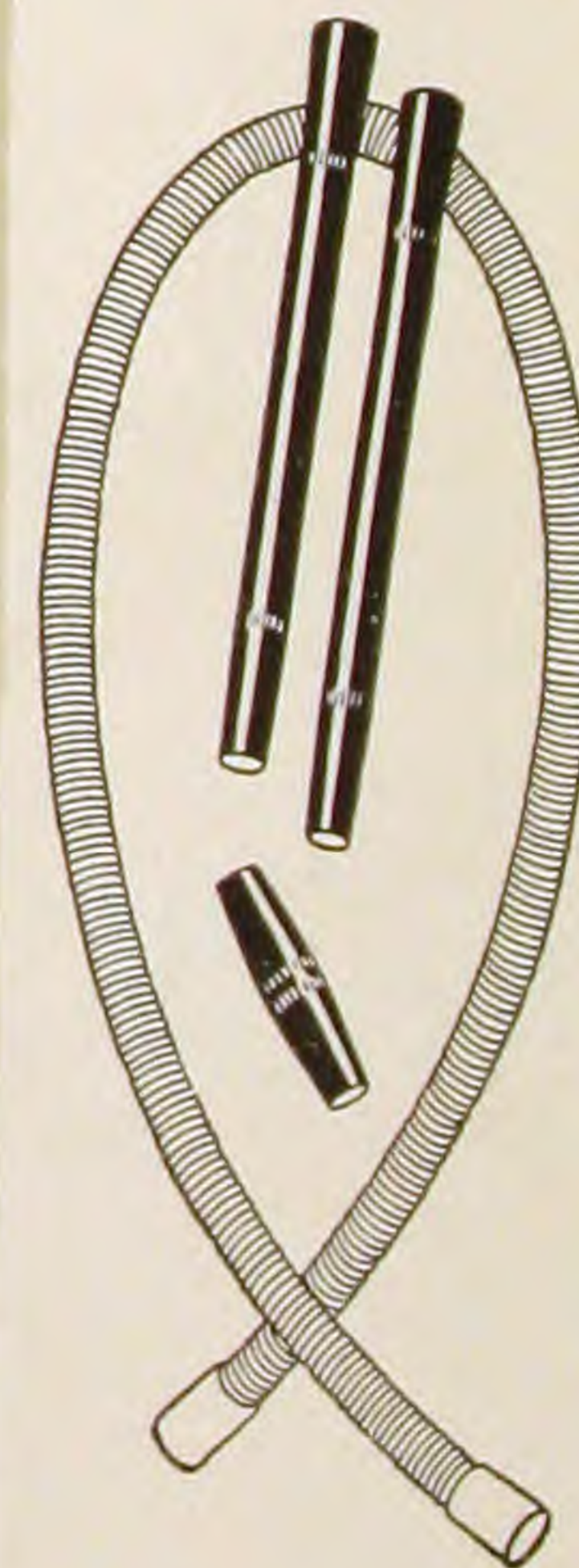
The only electric cleaner of this combined Beating-Sweeping-Suction type is The Hoover. The Beating-Sweeping Brush is patented. So only The Hoover beats out destructive grit and thoroughly sweeps up the stubbornest litter in addition to suction cleaning.

The suction in all electric cleaners is sufficient to remove soot, dust and cobwebs, for it is the light, floating kind of dirt. Air currents deposit it—air currents will remove it.

You can whisk away the cobwebs, soot and dust, from their every roost, by standing on the floor and using The Hoover long-armed suction attachments. You can air-clean mattresses, overstuffed furniture, portieres, and the like. You can reach under and behind radiators or into registers, collect light ashes around fireplaces, clean books, clothes, and so on, and fluff up pillows. The convenient uses for Hoover suction attachments are almost without limit.

Bearing in mind all classes of dirt mentioned—recalling that beating is necessary to remove the most harmful of all dirt, embedded grit, and that only The Hoover beats out this grit—recalling that thorough sweeping is essential to remove stubborn-clinging litter and that The Hoover sweeps thoroughly—it is apparent that The Hoover is the only electric cleaner which actually “gets all the dirt.”

The
HOOVER



Attachments



The Hoover saves valuable minutes and hours by cleaning carpetings while they remain on the floor; by eliminating the removal and lugging about of furniture; and by lessening the time required for dusting. In fact The Hoover will accomplish your cleaning in a fraction of the time it now takes.

The cost of electricity to operate a Hoover averages but one and one-half cents an hour, which amounts to far less than you now pay for new brooms.

Money usually spent for having rugs and carpets cleaned can be saved by using The Hoover. And floor coverings are kept clean and sanitary the entire year.

The Hoover greatly increases the life of rugs and carpets by shaking out and sweeping up the embedded grit which cuts off nap if allowed to remain. New carpetings are costly. The Hoover saves money by increasing their life.

House-cleaning bills are lessened. With a Hoover, women make their servants more efficient and thus save their time for duties which otherwise might demand additional help.

The Hoover greatly increases the life of wallpaper and calcimine, which stirred-up dust so quickly darkens and soils. The Hoover cleans dustlessly.

The HOOVER
saves time and money
IN MANY WAYS



Makes carpetings safe playgrounds for CHILDREN



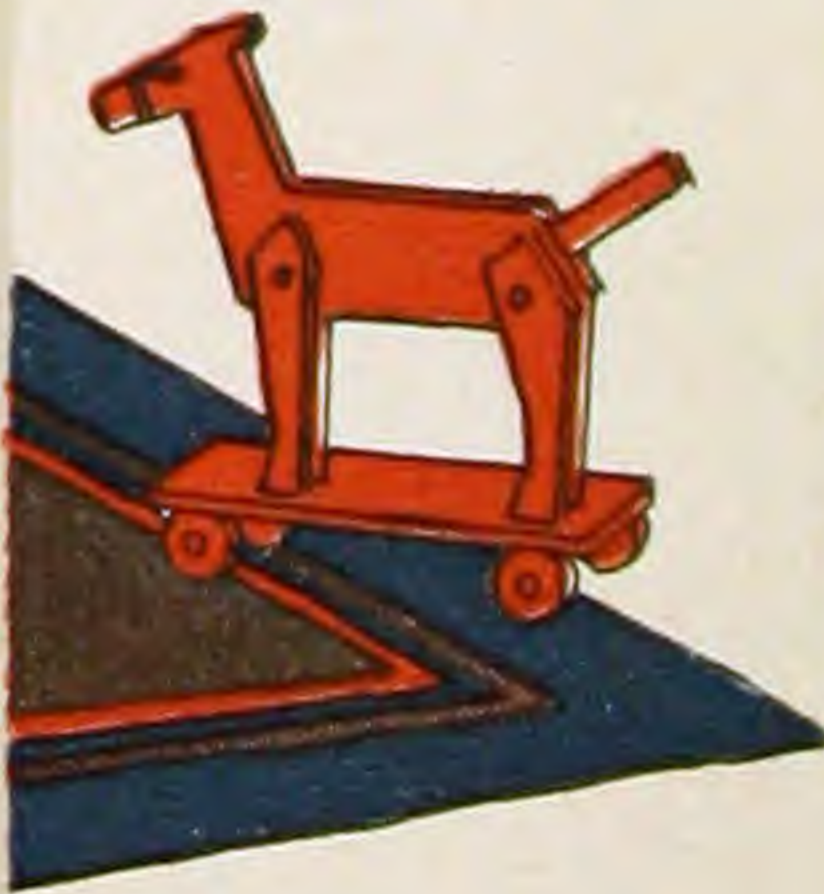
The Hoover greatly increases the life of curtains and draperies. Clouds of dust raised by your present methods cause them to dirty quickly. Laundering shortens their life. The Hoover raises no dust as it cleans. So curtains and draperies stay clean, need laundering less frequently, and last longer.

Dust breeds germs and disease, among them the germs of consumption and diphtheria. By not permitting this filth to remain in rugs family health is guarded.

The Hoover makes the carpetings a safe playground for babies and little children. It swallows the disease-laden dirt, buttons, matches and strings—*first!*

The Hoover ends the backaches and nervous breakdowns which follow the present hard work of cleaning days. It makes sweeping days unnecessary as a few minutes with The Hoover are sufficient.

The Hoover ends the semi-annual housecleaning upheavals. The home without a Hoover is topsy-turvy when Spring or Fall Housecleaning is under way. Everything torn up; wife tired and worn out from being a furniture mover, a stepladder steeple-jack and everything else; possessions misplaced; floors bare for a week—followed by an avalanche of bills, backaches and family fusses—making housecleaning anything but a peaceful event. The Hoover, by its year-round cleaning, prevents the accumulation of dirt.



1 *Guaranteed to prolong the life of carpetings.* The life of any rug or carpet which is cleaned regularly with The Hoover is GUARANTEED to be greatly prolonged. The oldest and largest makers of electric cleaners stand back of this guarantee. Proof that The Hoover has a beneficial effect upon floor coverings is demonstrated by its use upon millions of carpets and rugs over a period of thirteen years.

The fluttering action of the Hoover soft bristle brush upon the carpeting, suspended upon a cushion of air, is very gentle. It is totally unlike the violent beating a rug or carpet receives when struck with a hard carpet beater. But The Hoover removes the dangerous, destructive grit far more thoroughly. The great difference is that The Hoover process is life-prolonging. Oriental rug importers and carpet manufacturers are strong endorsers of The Hoover. Remember that during the past thirteen years The Hoover Suction Sweeper Company has grown to be the largest concern in this business, due to the beneficial effect of "Hoovering" carpetings. This also accounts for the fact that The Hoover is handled by the best and most reliable dealers everywhere, and is sold through no other source.

2 *Straightens nap and restores colorings.* Another great advantage in using The Hoover is that it brushes the crushed-down nap upright into its intended position.

Ten Additional **HOOVER** *Advantages*



Recommended for Oriental Rugs

The Hoover is the only machine which cleans thoroughly with minimum effort and assured protection to floor coverings.

A. A. VANTINE & CO.
Oriental Rug Experts
NEW YORK CITY



Endorsed by Carpet Makers

Rugs and carpets cleaned with The Hoover are kept in the best of condition without any injury or detriment to the fabric.

HARDWICK & MAGEE CO.
Mfrs. Bundhar Wilton Rugs and Carpets
PHILADELPHIA, PA.

Furniture and feet mat down and crush the nap. This subjects carpetings to abnormal wear and robs them of their attractive appearance. The thorough sweeping of the Hoover Beating-Sweeping Brush lifts and straightens the disarranged nap. Patterns again become clear. And of course when the nap is thoroughly cleaned and straightened the colorings brighten. The Hoover in this manner also further prolongs the life of carpetings, because the natural wear then comes on the top of the nap, and not on the sides.

You cannot straighten nap with carpet sweepers. Hence, electric cleaners with slowly revolving brushes cannot straighten nap. The Hoover can, because of its patented fast-revolving Beating-Sweeping Brush.

- 3 *Clean and easy to empty.* The next advantage of The Hoover is its dirt bag. This is chemically treated to prevent dust escaping when in use. No dust scatters when it is emptied. There is a big, wide opening at the lower end fastened to a metal ring. You simply stand on the ring and shake out the dirt upon a piece of paper. You do not soil your hands as when bags are emptied by other methods. Nor is there any flying dust when you empty the Hoover bag.
- 4 *Easy to oil.* The Hoover is easily oiled. There is just one place to oil it—at the top of the motor. There are no troublesome grease cups to remove and fill.


- 5 *Many cleaning devices in one.* With The Hoover you combine your stepladder, your duster, your broom, your carpet-beater, your dustpan, your carpet-sweeper and an ordinary electric cleaner into one easy-to-use machine that simplifies housework many-fold.
- 6 *Year-round Cleanliness.* With The Hoover it is never necessary to carry or send the rugs and carpets outside for a cleaning. There is no removal of heavy furniture, no tearing-up, no semi-annual upheaval. The Hoover beats, sweeps and suction-cleans rugs and carpets where they lie on the floors. It keeps the carpetings in a healthful, sanitary, thoroughly clean condition every day in the year.
- 7 *A child can run a Hoover.* With The Hoover the work is taken out of housework. The Hoover glides so easily that even a wee kiddie can use it. The reason is that, in The Hoover, the electric motor—in addition to driving the powerful suction fan—revolves the Beating-Sweeping Brush, instead of forcing you to supply the energy as in the case of a carpet-sweeper. Thus The Hoover supplies its own “muscle.”
- 8 *The Hoover safety switch.* For safety, the electric switch which starts and stops The Hoover is located beside the motor. It is quickly operated by a pressure of the foot and is well protected against abuse and injury.



Beneficial to Grass Rugs

As The Hoover does not depend upon any pressure or rubbing on the fabric to obtain its cleaning effect, it seems obvious that any damage must be impossible. For this reason we feel justified in approving it for use on Crex.

CREX CARPET COMPANY
NEW YORK CITY



GUARANTEE BOND
THE HOOVER SUCTION SWEEPER CO.
NORTH CANTON, OHIO

Mr. HOOVER
SWEEPER No. _____

PURCHASE DATE _____

THIS BOND GUARANTEES TO

FOR A PERIOD OF ONE YEAR FROM DATE OF PURCHASE, ALL DEFECTIVE PARTS WILL BE REPLACED OR REPAIRED WITHOUT CHARGE. ELECTRIC MOTOR MUST BE KEPT PROPERLY OILED AND OPERATED ONLY ON CURRENT AS SHOWN ON NAME PLATE. FAILURE TO FOLLOW INSTRUCTIONS, MISUSE, ACCIDENT OR ABUSE TO SWEEPER OR MOTOR, WILL VOID GUARANTEE. THE BELT, BAG AND BRUSH MAY JUSTIFIABLY WEAR OUT WITHIN A YEAR, AND BECAUSE OF BEING INEXPENSIVE AND EASILY REPLACED, THEY ARE NOT COVERED BY THIS GUARANTEE. ALL TRANSPORTATION CHARGES TO BE PAID BY PURCHASER.

THE HOOVER SUCTION SWEEPER CO.

W. H. HOOVER, President

Hoover purchasers are entitled to a Guarantee Bond made out in their name and signed by The Hoover Suction Sweeper Company, the oldest and largest makers of electric cleaners.

- 9 *Hoover brush is adjustable.* The Hoover Beating-Sweeping Brush can be lowered as the soft bristles gradually wear. This saves the cost of new brushes, and allows you to keep your Hoover working as efficiently as the day you bought it.
- 10 *Lasts a lifetime.* The Hoover is built to last a lifetime. It should outlive several electric cleaners of the other types. This is why: The motor is the heart of an electric cleaner. If your motor gives 'way the cleaner is useless. Hoover motors are larger, stronger, more rugged in construction. They are the only ones which are fully incased to prevent dirt and dust getting into them. In all other electric cleaners the motors are air-cooled, and dirt is permitted to get into them. This clogs and grinds out their bearings and electrical parts. The Hoover dust-proof motors, although bigger and more rugged, are run at slower speeds. Wear in motors is proportionate to the cube of their speeds. So motors, speeded up to *twice* the Hoover speed, wear out *eight times* faster ($2 \times 2 \times 2$ equals 8).

The slower running Hoover motors are costlier. They require more copper in them. Smaller, faster motors are cheaper to build, but are less reliable, less enduring.

Thus Hoover motors, because they are stronger, more expensively built and operate at slower speeds, last years longer than smaller, cheaper, speeded-up motors. Ask anyone who understands electric motors.

IN the foregoing pages we have endeavored to give you a straightforward explanation of the actual problems involved in thorough cleaning. We have also tried to point out specifically why The Hoover Electric Suction Sweeper is best fitted to perform these tasks.

We hope you have thoroughly satisfied yourself that The Hoover excels all other cleaners by a wide margin—as it honestly does.

While The Hoover possesses the many enumerated points of superiority, its biggest advantages, be it remembered, are in its exclusive ability (1) to beat, shake and vibrate destructive, embedded grit to the surface and (2) its ability to sweep thoroughly, to erect and brush straight all nap bent over or crushed by traffic, as well as to brighten colors and revive patterns, while (3) its powerful air suction is removing the dirt—all these essentials of thorough cleaning being performed in one rapid, easy, dustless operation *guaranteed* to add years to the life and beauty of every rug or carpet that you own.

So in choosing an electric cleaner ask—

“Does it beat . . . as it sweeps . . . as it cleans?”
Only in the case of The Hoover can the answer truly be “Yes,” because only The Hoover has a Beating-Sweeping Brush.

Making your CHOICE

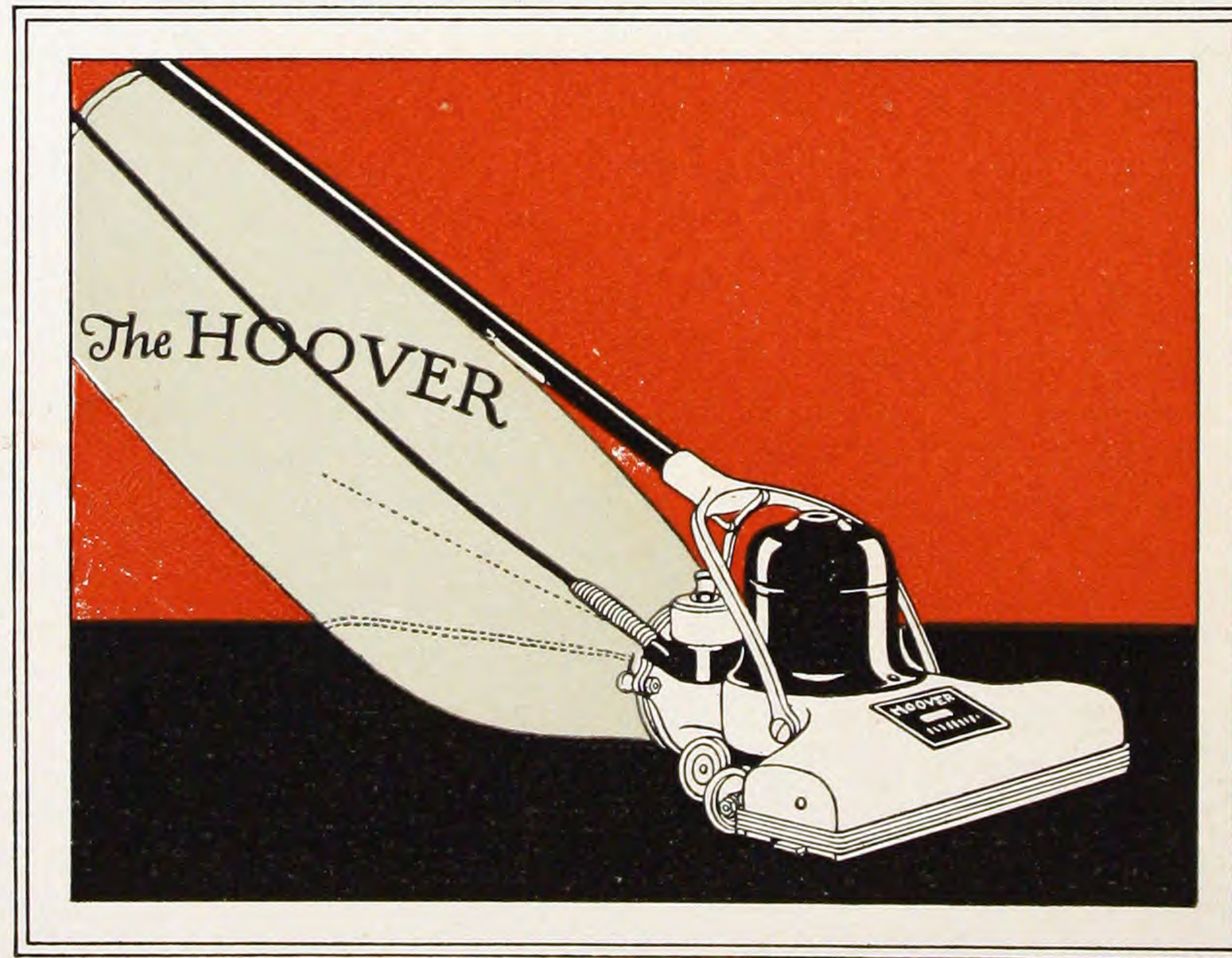


Used The Hoover Eleven Years

My Hoover has been in continuous use for ELEVEN years and is still doing splendid work. The excellent condition of my oriental rugs is due largely to the efficient cleaning principles of The Hoover Suction Sweeper. I would not think of keeping house without one.

HARIETT WEBB (Mrs. J. A.) McMURRY
321 E. CHURCH ST., MARION, OHIO

A Hoover for Every



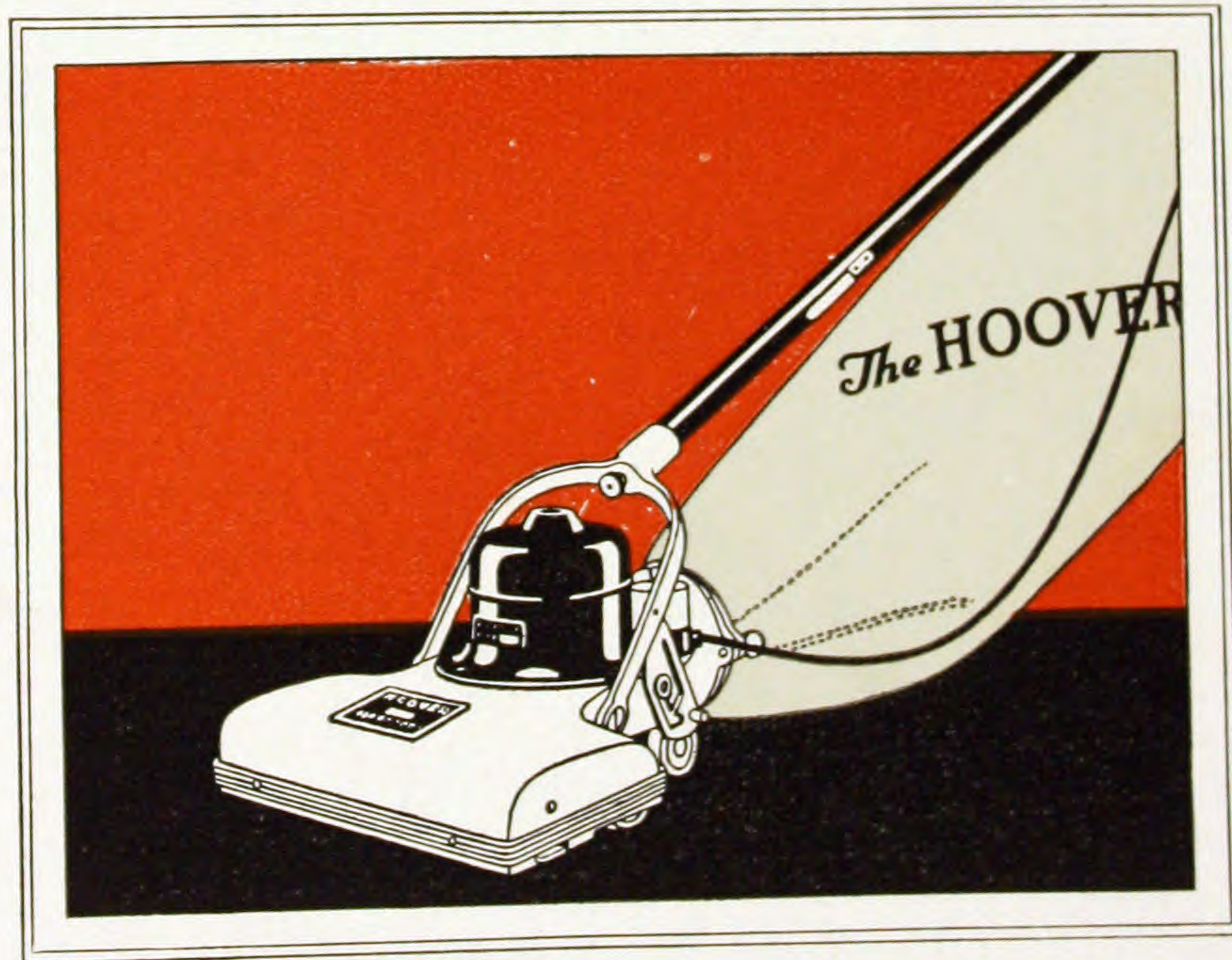
Baby Model 103, \$52.50 Air Attachments \$15.00 extra

The Baby Hoover is especially recommended for small homes and apartments

For operation on farm lighting or private electric plants, these two models are equipped with special low voltage motors at no extra cost

For large residences, stores, office buildings, hotels, hospitals and public buildings, The Hoover is manufactured in two larger sizes

Size Task and Purse



Special Model 105, \$65.00 Air Attachments \$15.00 extra

The Hoover Special, the most popular model, is recommended for general use

The prices quoted are for cash. A small accommodation charge is added on divided payment sales

For large residences, stores, office buildings, hotels, hospitals and public buildings, The Hoover is manufactured in two larger sizes

The HOOVER Costs less to have than not to have!

Consider how many dollars a Hoover saves each year; then you will find that you are *annually* paying for one without having it.

Carpet-cleaning bills; the wages of a cleaning woman—or bills for tonics and medicines due to overwork; bills for cleaning draperies, curtains and upholstery soiled by dust swished about by brooms; decorators' bills attributable to the same cause—these are typical expenses which are largely converted into savings by The Hoover.

Could you, however, disregard such savings—could you value at nothing a clean, sanitary home every week in the year—could you class as valueless your time, strength and health—even then The Hoover would save its cost, many times over, by the longer life of beauty imparted to your rugs.

We cordially invite you to witness, without obligation, a demonstration of The Hoover at the store or on your rugs at home; learn why the largest single group of electric-cleaner users in the world judge The Hoover to be the best!



